

## ABSTRACT

A method and a system are disclosed for providing a component  
5 customization and personalization function. The method comprises the steps of  
providing a user station including (a) a user interface, and (b) a manufacturing  
subsystem; enabling a user, via the user interface, to access a graphics  
subsystem to define a desired design to be placed on a consumer product;  
receiving, at the manufacturing subsystem, data descriptive of the desired  
10 design; and manufacturing, by the manufacturing subsystem at the user station,  
at least one component of the consumer product to have the desired design. A  
further step employs an e-commerce engine to conduct a financial transaction  
with the user in order to make an accounting for the manufactured component.